



**GENERAL SERVICES ADMINISTRATION  
FEDERAL ACQUISITION SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

**Professional Services Schedule  
Industrial Group: 00CORP**

**CONTRACT NUMBER:** GS-07F-0059U

**CONTRACT PERIOD:** November 1, 2017 – October 31, 2022

**CONTRACTOR**  
**MAILING ADDRESS:** Brashe Advertising, Inc.  
12662 Torbay Drive  
Boca Raton, FL. 33428  
Phone number (516) 935-5544  
Fax number (516) 932-7264  
E-Mail Jeff@brashe.com

**CONTRACTOR'S**  
**ADMINISTRATION SOURCE:** Jeffrey Cherkis, President  
471 N. Broadway, # 399  
Jericho, New York 11753-1319  
Phone number: (516) 935-5544  
E-Mail: Jeff@brashe.com

**BUSINESS SIZE:** Small

**CUSTOMER INFORMATION:**

**1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

SIN	DESCRIPTION
541-1, 541-1RC	Advertising Services
541-1000, 541-1000RC	Other Direct Costs

**1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:**  
(Government net price based on a unit of one)



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(Government net price based on a unit of one)

**1c. HOURLY RATES: 541-1**

Sin 541-1, 541-1000RC: Advertising Services

<b>Account Supervision</b>	<b>\$ 104.78 per hour</b>
<b>Creative/Concepting</b>	<b>\$ 104.78 per hour</b>
<b>Graphic Design</b>	<b>\$ 92.69 per hour</b>
<b>Copywriting</b>	<b>\$ 92.69 per hour</b>
<b>Public Relations</b>	<b>\$ 76.57 per hour</b>
<b>Web Site Creation</b>	<b>\$ 92.69 per hour</b>
<b>Print Production</b>	<b>\$ 72.54 per hour</b>

**Ad Preparation and Placement Services:**

15% Service Fee - Applied to the publications Net placement fee for publishing the advertisement (net reflects deduction of Brashe Advertising's 15% commission).

All labor/task per hour rates will be invoiced in minimum 15 minute increments.  
Rates are net and inclusive of the Industrial Funding Fee.

The labor rates provided on our price list are net and represent our lowest pricing offered to government agencies and public authorities. Labor rates are single hour units and are exclusive of any volume, prompt payment, or any other concessions affecting price.



#### Sin 541-1000, 541-1000RC: Other Direct Costs

<b>Affidavit of Publication</b>	<b>\$ 75.56</b>
<b>Overnight Delivery</b>	<b>\$ 24.47</b>
<b>Photography</b>	<b>\$2,518.75 per diem (6 hours)</b>
<b>Web Site Creation</b>	<b>\$ 115.86 per page</b>
<b>Fax Transmission &amp; Long Distance Phone Usage</b>	<b>\$ .30 / minute</b>

#### DESCRIPTION OF LABOR CATEGORIES:

Account Supervision	Overall direction/responsibility for client services.
Creative/Concepting	The formulation/creative strategies to meet client marketing objectives.
Graphic Design	The visual creation / design / layout of advertisements, collateral material, i.e. log's, packaging, catalogs, brochures, flyers, newsletters, etc.
Copy Writing	Scripting of advertisements, marketing materials, broadcast commercials, brochures.
Public Relations	Media community contact and persuasion for creating favorable opinion of services/products or events, dissemination of public awareness.
Web Site Creation	Design / preparation of web pages / site.
Print Production	Management and implementation of graphic production to ensure quality control and timely completion.
Ad Preparation & Placement Services	Applied to the publications Net placement fee for publishing the advertisement.



## DESCRIPTION OF OTHER DIRECT COSTS:

Affidavit of Publication	In cases where a legal document is needed to prove that a particular ad was inserted in a specific media on specific date(s). This is typically associated with legal ads.
Overnight Delivery	Via UPS/FedEx or other designated carrier on an as needed basis
Photography	Photography: black/white; color; digital; studio; on-location.
Web Site Creation	Design/ preparation of web site / pages
Fax Transmission & Long Distance Phone Usage	As needed to meet the needs and services

## 2. MAXIMUM ORDER\*:

\$1,000,000

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price.

Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

## 3. MINIMUM ORDER:

\$100

## 4. GEOGRAPHIC COVERAGE:

Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

## 5. POINT(S) OF PRODUCTION:

Palm Beach County, Florida



**6. DISCOUNT FROM LIST PRICES:**

20% from the accepted rate sheet, except for SIN 541-1000. SIN 541-1000 does not receive a discount and will be calculated cost plus IFF. For calculation of the GSA Schedule price (price paid by customers ordering from the GSA Schedule, and the price to be loaded in to GSA Advantage), the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

**7. QUANTITY DISCOUNT(S):**

1%/\$500,000-\$1M  
2%/\$1,000,000.01-\$2M  
2.75%/greater than \$2M

**8. PROMPT PAYMENT TERMS:** 1%-10, Net 30

9.a Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: As specified on task order

11b. EXPEDITED DELIVERY: Contact Contractor's Representative for possible earlier completion

11c. OVERNIGHT AND 2-DAY DELIVERY: Overnight and 2-day delivery are available. Contact the Contractor for rates.

11d. URGENT REQUIREMENTS: Agencies can contact the Contractor's representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. FOB POINT: Destination



13a. ORDERING MAILING  
ADDRESS:

Brashe Advertising, Inc.  
471 N. Broadway, Suite 399  
Jericho. New York 11753-1319

13b. ORDERING  
PROCEDURES:

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3

14. PAYMENT ADDRESS:

Same as contractor

15. WARRANTY PROVISION:

Standard Commercial Warranty. Customer should contact contractor for a copy of the warranty.

16. EXPORT PACKING  
CHARGES:

Not applicable

17. TERMS AND CONDITIONS  
OF GOVERNMENT PURCHASE  
CARD ACCEPTANCE

(any thresholds above the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS  
PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES

(e.g. recycled content, energy efficiency, and/or reduced pollutants):

24b. Section 508 Compliance for EIT: N/A

25. DUNS NUMBER:

06-032-1551

26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD  
MANAGEMENT (SAM) DATABASE: Registration valid until July 19, 2016.



## SERVICE CONTRACT ACT (SCA)

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

## INTRODUCTION:

Founded in 1977, Brashe Advertising is recognized prominently as a leader among Long Island, New York based agencies.

We pride ourselves in providing detailed, personalized service, from initial client contact to the creation of the final product and post analysis (ROI: Return On Investment). It is this service based philosophy coupled with award winning creatives, that has helped to perpetuate our long record of success.

As a "full-service" agency, Brashe has consistently been ranked among Long Island's top agencies (Long Island Business Review Annual Surveys). As a small-business, our staff all contribute to the efficient/effective implementation of all advertising solutions.

Our longstanding partnerships with many government agencies reflect our commitment to providing comprehensive, quality services, as well as our ability to adhere to the principles and standards of the U.S. Government.

## EXPERTISE:

Our services are endless, including media planning and purchasing.

Brashe Advertising areas of expertise include the placements of legal advertisements (forfeitures, seizures, auctions, etc) and recruitment/employment advertising.

Our knowledge, understanding, commitment to attention and detail and our quick responsiveness has enabled Brashe to serve many governmental agencies.

Specializing in

- LEGAL NOTICES
- AUCTIONS
- SEIZED PROPERTY
- RECRUITMENT

**JEFFREY CHERKIS - PRESIDENT**

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Visit us at: [www.brashe.com](http://www.brashe.com)

**BRASHE**  
ADVERTISING, INC.

A Small Business  
with over 30 years  
of experience

CCR Registered

EFT Accepted

Credit Cards  
Accepted